

قالب موحد لإعداد اللوائح والبيانات الأكاديمية باللغة الإنجليزية

لبرنامج البكالوريوس /والدراسات العليا

الغرض من هذا القالب: توحيد البيانات المطلوبة في كافة البرامج العلمية لإتاحتها تمهيداً للمراجعة والنشر على الموقع الإلكتروني للكلية ومشاركتها مع الشركاء الدوليين.

إرشادات عامة للتعبئة

- يرجى استكمال جميع البيانات باللغة الإنجليزية، مع الالتزام بما ورد في اللائحة الأكاديمية المعتمدة.
- يرجى مراجعة الصياغة الإنجليزية قبل إرسالها إلى وحدة العلاقات الدولية ولجنة النشر على الموقع الإلكتروني.
- يرجى تسليم الملف بصيغتي Word + PDF.

أولاً: بيانات القسم والبرنامج

Department Name in English	Radio and Television.
Program Name in English	PhD
Program Level	Post graduate
Name of the Head of Department / Program Coordinator in English	
Department Contact Email	
Date of Last Data Update	27/4/2024

ثانياً: وصف البرنامج باللغة الإنجليزية

يرجى كتابة فقرة واحدة باللغة الإنجليزية توضح طبيعة البرنامج، أهدافه العامة، ومخرجاته التعليمية المتوقعة.

"The PhD program in Radio and Television aims to understand the nature of methodologies used in conducting listening and viewing research, to know the boundaries between cybersecurity and information infrastructure, to identify how to develop media strategies to confront crises, for the student to become acquainted with modern theoretical contributions in the field of network communication and the emergence of theories and models related to new media based on understanding its features and characteristics, to identify the obstacles facing the political communication process and political decision-making, and to identify the future of new international media in light of digitization and the internet."

ثالثاً: بيانات الساعات والمدة

Total Credits	57
Credits per Year	24 for first year, 15 for second year, 18 for Thesis
Duration	"The minimum period to complete the qualifying courses is four semesters, and the maximum is seven semesters."
Study System / Academic Levels	Credit hours

رابعاً: متطلبات الدراسة في البرنامج

يوضح هذا الجدول توزيع الساعات المعتمدة أو المقررات المطلوبة لاستكمال البرنامج وفقاً لللائحة المعتمدة.

Component / Requirement

Required

-كلية الإعلام - جامعة القاهرة

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	Credits
Core: Research Methods (Advanced)	3
Core: Advanced studies in statistical processing methods such as (SPSS, NVIVO)	3
Core: Communication Theories (Advanced)	3
Core: 2 Courses outside the major, such as (political science, Economics).	3 for each course
Core: Modern Trends in Network Communication Theories	3
Core International Publication in Foreign Languages in Radio and Television Research	3
Core: Conflict Management and Cybersecurity	3
Thesis	18

خامساً:لائحة المقررات باللغة الإنجليزية

يرجى إدراج جميع المقررات، مع الأكواد والوصف المختصر وطبيعة المقرر .يمكن إضافة صفوف حسب الحاجة.

Course Code	Course Title in English	Brief Course Description	Course Type	Credits
COM701	Research Methods (Advanced)	The general objectives of the course are to introduce students to various inductive research designs, as well as quantitative and qualitative methods and their applications. The course also aims to develop advanced critical appraisal skills of research methodologies and designs, and to explain the usefulness of different research designs in addressing specific research questions.	Compulsory	3
COM702	Advanced studies in statistical processing methods such as (SPSS, NVIVO)	The general objectives of the course are to study different statistical methods and to familiarize students with statistical software programs such as SPSS and NVivo. The course also aims to develop the ability to apply various statistical methods in hypothesis testing, as well as to enhance skills in data entry, analysis, and the extraction of results.	Compulsory	3
COM703	Communication Theories (Advanced)	The general objectives of the course are to become familiar with various communication theories, examine advanced theories in digital media and visual analysis, and explore advanced theories related to artificial intelligence. The course also aims to analyze advanced theories in crisis communication and investigate advanced theories of media influence and interaction.	Compulsory	3
COM 704,COM705	2 Courses outside the major, such as (political science, Economics).	The general objectives of the course are to develop a critical understanding of political systems and economic structures and their influence on marketing	Compulsory	3(for each course)

		communications, advertising policies, and regulatory environments. The course also aims to analyze the interaction between public policy and market dynamics and how this interaction shapes advertising strategies in both commercial and non-profit contexts. In addition, it seeks to evaluate the impact of political ideologies and economic theories on consumer behavior, media systems, and persuasive communication practices, as well as to enhance the ability to assess the role of governmental institutions and economic forces in shaping ethical standards, competition, and transparency in advertising industries. Furthermore, the course focuses on applying political and economic frameworks in designing, implementing, and evaluating integrated marketing communication campaigns across different markets, and on examining global and local economic policies and political trends and their implications for international advertising and cross-cultural communication strategies.		
TVR 704	Modern Trends in Network Communication Theories	The general objectives of the course are to become acquainted with the most important theories of network communication and to monitor their modern trends according to different schools of thought. The course also aims to differentiate between each theory in terms of its application in scientific research and its fields of application, as well as to become acquainted with modern theoretical contributions in the field of network communication and the emergence of theories and models related to new media, based on an understanding of its features and characteristics. In addition, it seeks to monitor and analyze intellectual approaches and emerging theoretical frameworks for understanding and interpreting the network communication environment in parallel with the spread and continuous development of digital media platforms.	Compulsory	3

TVR 705	International Publication in Foreign Languages in Radio and Television Research	the general objectives of the course are to develop advanced academic writing skills for international publication in the field of radio and television research and to identify the standards and requirements of international peer-reviewed journals in foreign languages. The course also aims to enhance students' ability to prepare, structure, and present scientific research according to international academic conventions, as well as to apply appropriate research methodologies in radio and television studies for publication purposes. In addition, it seeks to strengthen critical analysis and scholarly discussion skills in media and broadcasting research.	Compulsory	3
TVR 706	Conflict Management and Cybersecurity	The general objectives of the course are to identify the types of existing cyber threats and to understand the boundaries between cybersecurity and information infrastructure. The course also aims to develop an understanding of the importance of cybersecurity and how it is managed, as well as to familiarize students with the roles of cybersecurity personnel and the available careers in this field. In addition, it seeks to review methods of protecting individuals and systems from cybercrimes and preventing hacking, and to identify the frameworks of cyberspace and cyber warfare. Furthermore, the course aims to recognize the advantages of cybersecurity and to examine the validity of digital evidence and the role of judicial control officers in cybercrime cases.	Compulsory	3
TVR 707	Crisis Media in the Digital Age	The general objectives of the course are to identify how to develop media strategies to confront crises and to understand how to use appropriate media tools for each type of crisis. The course also aims to develop an understanding of the nature of the crisis media team, its members, and their respective roles, as well as to enhance skills in diagnosing and analyzing various types of crises and strategies for containing them. In addition,	Elective	3

		it seeks to identify the strengths, weaknesses, and needs of each party when formulating media policies to address crises and emergency situations.		
TVR 708	Readings in Comparative International Media Systems	The general objectives of the course are to differentiate between the concepts of international media, international communication, and international propaganda. The course also aims to study the role of international media in shaping cultural identity and the relationship between them, as well as to identify theoretical and practical developments in the field of international media. In addition, it seeks to enhance understanding of the importance of media and its impact on foreign policy, and to examine the future of new international media in light of digitization and the internet.	Elective	3
TVR 709	Seminar in Political Communication and Public Policy Making	The general objectives of the course are to differentiate between impression management and other related concepts, and to understand impression management strategies in both traditional and digital environments. The course also aims to enable students to choose research topics in impression management, including its approaches, measurement methods, strategies, and tactics, as well as to understand the impact of impression management on customer behavior..	Elective	3
TVR 710	Readings in Digital Media Legislation and Laws	The general objectives of the course are to acquaint the student with the principles and duties that media professionals must generally adhere to, and to familiarize them with the principles and rules of dealing with digital media. The course also aims to develop an understanding of the boundaries between the rules of the code of honor, professional ethics, and legal obligations, as well as to review the concept of media freedom and the rights of media professionals under applicable legal rules.	Elective	3
TVR 711	Seminar in Digital Media Exposure Measurements	The general objectives of the course are to study the habits, tendencies, tastes, and interests of listeners and viewers, and to measure the volume of listening to radio programs, watching television programs, and exposure to digital media, as well as to monitor any changes that may occur. The course also aims to	Elective	3

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		survey the opinions of listeners and viewers regarding radio and television programs in terms of form and content, and to identify the extent to which these programs achieve their intended purposes among their audiences. In addition, it seeks to study radio and television phenomena and problems in order to reach appropriate solutions for them.		
TVR 712	Visual Media and Cultural Change	The general objectives of the course are to identify and analyze modern cultural issues presented through visual media, and to examine emerging cultural changes in Arab society in general and Egyptian society in particular. The course also aims to encourage students to develop an intellectual model to confront cultural changes through media, as well as to introduce them to how Egyptian and Arab media platforms can be utilized to develop society's thought and culture.	Elective	3
TVR 713	Modern Trends in Planning and Management of Visual, Audio, and Digital Media Institutions	The general objectives of the course are to understand the nature of media management and its functions, and to identify the factors influencing the organization of media institutions in radio, television, and digital media. The course also aims to develop an understanding of the boards of directors of media institutions and the responsibilities and duties of each member within the institution, as well as to clarify the nature of managing media institutions and their functions and revenues. In addition, it seeks to identify the similarities and differences between media management in radio, television, and digital media and management in industrial establishments and institutions, and to recognize the challenges facing media institution management.	Elective	3

سادساً: قائمة مراجعة قبل الإرسال

- تمت كتابة اسم البرنامج باللغة الإنجليزية كما يرد في اللائحة المعتمدة
- تمت إضافة وصف موجز للبرنامج باللغة الإنجليزية
- تم توضيح عدد السنوات الدراسية وعدد الساعات المعتمدة
- تمت إضافة بيانات التواصل الأكاديمي لرئيس القسم أو منسق البرنامج
- تمت إضافة لائحة المقررات مع الأكواد والوصف وطبيعة كل مقرر
- تم توضيح متطلبات الدراسة وتوزيع الساعات في البرنامج
- تمت مراجعة واعتماد الملف من الإرشاد الأكاديمي قبل الإرسال

د. نجلاء حامد
مديرة الإرشاد الأكاديمي